



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Etowah, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	21.7%	Population	103,808	104,395
Heartland Communities	12.4%	Households	42,963	43,590
Salt of the Earth	10.5%	Families	30,063	30,189
Green Acres	8.5%	Median Age	40.2	41.8
Home Town	7.8%	Median Household Income	\$37,362	\$41,182

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	53	\$1,426.15	\$61,271,690
Men's	53	\$262.74	\$11,288,029
Women's	51	\$478.65	\$20,564,323
Children's	61	\$254.42	\$10,930,706
Footwear	44	\$213.15	\$9,157,670
Watches & Jewelry	61	\$135.34	\$5,814,679
Apparel Products and Services ¹	65	\$81.84	\$3,516,283
Computer			
Computers and Hardware for Home Use	61	\$128.15	\$5,505,713
Software and Accessories for Home Use	58	\$16.66	\$715,819
Entertainment & Recreation	67	\$2,488.48	\$106,912,742
Fees and Admissions	58	\$357.50	\$15,359,198
Membership Fees for Clubs ²	60	\$99.73	\$4,284,825
Fees for Participant Sports, excl. Trips	58	\$65.95	\$2,833,473
Admission to Movie/Theatre/Opera/Ballet	56	\$83.56	\$3,589,947
Admission to Sporting Events, excl. Trips	58	\$35.17	\$1,511,086
Fees for Recreational Lessons	57	\$72.73	\$3,124,859
Dating Services	59	\$0.35	\$15,008
TV/Video/Sound Equipment	65	\$939.20	\$40,350,773
Community Antenna or Cable TV	70	\$516.12	\$22,174,071
Televisions	59	\$174.57	\$7,500,108
VCRs, Video Cameras, and DVD Players	67	\$22.40	\$962,323
Video Cassettes and DVDs	64	\$42.15	\$1,810,983
Video Game Hardware and Software	65	\$23.19	\$996,381
Satellite Dishes	79	\$0.88	\$37,941
Rental of Video Cassettes and DVDs	64	\$32.57	\$1,399,353
Streaming/Downloaded Video	52	\$0.42	\$18,041
Sound Equipment ³	58	\$123.13	\$5,290,206
Rental and Repair of TV/Radio/Sound Equipment	64	\$3.76	\$161,366
Pets	75	\$330.24	\$14,188,227
Toys and Games	67	\$99.75	\$4,285,472
Recreational Vehicles and Fees ⁴	81	\$353.76	\$15,198,728
Sports/Recreation/Exercise Equipment ⁵	62	\$134.48	\$5,777,663
Photo Equipment and Supplies ⁶	66	\$83.81	\$3,600,872
Reading ⁷	66	\$189.74	\$8,151,809
Food	66	\$5,513.34	\$236,869,622
Food at Home	67	\$3,281.23	\$140,971,671
Bakery and Cereal Products	68	\$458.37	\$19,692,873
Meat, Poultry, Fish, and Eggs	68	\$828.16	\$35,580,369
Dairy Products	67	\$375.79	\$16,145,217
Fruit and Vegetables	64	\$531.37	\$22,829,067
Snacks and Other Food at Home ⁸	68	\$1,087.54	\$46,724,145
Food Away from Home	65	\$2,232.11	\$95,897,951
Alcoholic Beverages	60	\$359.44	\$15,442,786
Nonalcoholic Beverages at Home	69	\$304.63	\$13,087,750



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	54	\$550.35	\$23,644,604
Vehicle Loans	70	\$4,078.57	\$175,227,402
Health			
Nonprescription Drugs	75	\$84.81	\$3,643,862
Prescription Drugs	79	\$445.70	\$19,148,703
Eyeglasses and Contact Lenses	71	\$54.45	\$2,339,316
Home			
Mortgage Payment and Basics ⁹	61	\$5,536.65	\$237,870,887
Maintenance and Remodeling Services	59	\$1,218.08	\$52,332,492
Maintenance and Remodeling Materials ¹⁰	73	\$302.70	\$13,004,965
Utilities, Fuel, and Public Services	71	\$3,225.05	\$138,557,930
Household Furnishings and Equipment			
Household Textiles ¹¹	63	\$88.39	\$3,797,653
Furniture	58	\$383.78	\$16,488,274
Floor Coverings	61	\$59.50	\$2,556,173
Major Appliances ¹²	67	\$203.82	\$8,756,594
Housewares ¹³	60	\$56.67	\$2,434,902
Small Appliances	68	\$23.77	\$1,021,105
Luggage	57	\$5.68	\$243,934
Telephones and Accessories	54	\$23.56	\$1,012,264
Household Operations			
Child Care	58	\$238.52	\$10,247,413
Lawn and Garden ¹⁴	71	\$298.89	\$12,841,218
Moving/Storage/Freight Express	58	\$30.64	\$1,316,436
Housekeeping Supplies ¹⁵	69	\$529.80	\$22,761,666
Insurance			
Owners and Renters Insurance	73	\$356.44	\$15,313,917
Vehicle Insurance	67	\$941.69	\$40,458,029
Life/Other Insurance	72	\$412.25	\$17,711,382
Health Insurance	73	\$1,481.09	\$63,632,094
Personal Care Products ¹⁶	66	\$285.53	\$12,267,264
School Books and Supplies ¹⁷	63	\$74.24	\$3,189,688
Smoking Products	78	\$354.80	\$15,243,386
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	68	\$3,490.14	\$149,946,752
Gasoline and Motor Oil	71	\$1,801.50	\$77,397,636
Vehicle Maintenance and Repairs	66	\$650.66	\$27,954,450
Travel			
Airline Fares	55	\$229.74	\$9,870,464
Lodging on Trips	62	\$264.78	\$11,375,876
Auto/Truck/Van Rental on Trips	53	\$20.69	\$889,045
Food and Drink on Trips	62	\$292.49	\$12,566,131

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.